

An Overview of the Bolton Marathon Sustainability Vision 2020-2022

Event Aim

To deliver the best and most environmentally aware mass participation sports event in the UK.

The Need for Change

As event organisers we believe we have the responsibility to set an example and create a larger impact with all our runners. Too often events have prioritised profit at the expense of environmental impact. This is generally because people tend to separate economy from the environment. In our opinion they are not dramatically opposed but actually help each other. With a new event we'll take practical steps to both reduce our carbon footprint that actually design out waste and pollution. This includes a focus on practical measures to eliminate single-use plastic.

Our Top 10 Targets for 2020

Here are the 10 key environmental initiatives we'll introduce for the Bolton Marathon on 17th May 2020:

1. Replace on-course plastic bottles with boxed spring water dispensed in easy-to-recycle paper cups
2. Control and monitor the recovery and onward recycling of all athlete discarded materials
3. Disqualify any runner who fails to dispose of cups etc in the official on-course drop zones
4. Ban the use of gel wrappers, bags and cups containing plastic on the course and at the athlete village
5. Upgrade the finish line experience by dropping "goody bags" in favour of a premium digital reward pack
6. Replace all plastic cable ties with reusable alternatives
7. Ensure all race branding is reusable, made from recycled materials and printed with non-toxic inks
8. Provide event clothing made with natural/organic fabric rather than man-made materials
9. Reduce paper by using electronic communication and having all race numbers collected in person
10. Encourage everyone to travel to the event by bicycle, public transport or a car-share scheme

Our Targets for 2021 Onwards

There are a number of areas where we are seeking to embrace new technological advancements to create an even better race. Currently some of these innovations are still in development and therefore not suitable for introduction at a major event. However, we're looking at every opportunity to collaborate with market-leading businesses to bring these ideas to fruition for future races. Projects we're looking at include:

- A. Introducing bib numbers made out of recycled material
- B. Creating a new timing chip that negates the need for a plastic cover
- C. Using facial recognition for event photography to eliminate the need for bib numbers
- D. Putting in place a robust event CO2 calculator
- E. Offering a voluntary means for all participants to offset their travel related CO2 emissions

Summary

This document outlines what we're doing to ensure the Bolton Marathon is as sustainable as possible. At the end of each event cycle we'll carry out an extensive review of all our processes and highlight successes and areas for improvement. These will then be implemented and taken forward to all our events for the following year. We'll also review available technology and embrace new systems or materials to make future events even more eco-friendly.

By May 2022, we want the Bolton Marathon to be a **carbon neutral event**. This will require us to banish all single-use plastic and ensure 100% of event waste avoids landfill or incineration to be recycled or upcycled for used at future events. We will also look to fully monitor and eliminate or offset each element of the event's carbon footprint. By introducing these measures we'll ensure that, with the help of sponsors, athletes and other stakeholders, the Bolton Marathon stays at the vanguard of sustainable events for years to come.



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